

# SchoolSafety.gov Web Performance Metrics

Nov 1, 2020 - Nov 30, 2020

**All Users**  
100.00% Sessions


## Total Visits

**9,246**  
% of Total: 100.00% (9,246)




## Avg. Visit Duration

**00:01:57**  
Avg for View: 00:01:57 (0.00%)



## Pageviews

**11,103**  
% of Total: 100.00% (11,103)




## Unique Visitors

**5,117**  
% of Total: 100.00% (5,117)




## Avg. Pages / Visit

**1.80**  
Avg for View: 1.80 (0.00%)




## Avg. Time on Page

**00:02:18**  
Avg for View: 00:02:18 (0.00%)



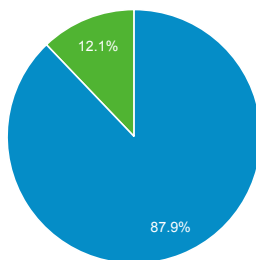
## Bounce Rate

**56.71%**  
Avg for View: 56.71% (0.00%)



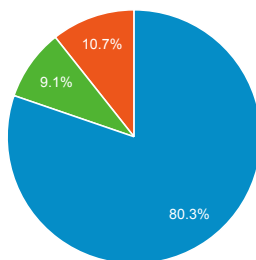
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

| Page Title   | Pageviews | Bounce Rate |
|--|-----------|-------------|
| Homepage   SchoolSafety.gov                        | 4,293     | 52.96%      |
| Bullying and Cyberbullying   SchoolSafety.gov      | 774       | 65.63%      |
| COVID-19 Resources for Schools   SchoolSafety.gov  | 763       | 65.54%      |
| Training, Exercises, and Drills   SchoolSafety.gov | 631       | 62.64%      |
| State Search Tool   SchoolSafety.gov               | 510       | 61.54%      |

## Sessions by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook       | 53       |
| Twitter        | 10       |
| Diigo          | 1        |

## Visits and Bounce Rate by Source/Medium

| Source / Medium                | Sessions | Bounce Rate |
|--------------------------------|----------|-------------|
| google / organic               | 2,686    | 59.87%      |
| (direct) / (none)              | 2,050    | 56.05%      |
| ed.gov / referral              | 288      | 53.12%      |
| bing / organic                 | 237      | 55.70%      |
| search.usa.gov / referral      | 144      | 26.39%      |
| Inks.gd / referral             | 86       | 76.74%      |
| yahoo / organic                | 50       | 56.00%      |
| m.facebook.com / referral      | 47       | 87.23%      |
| moodle.sbu.edu / referral      | 38       | 15.79%      |
| canvas.pasadena.edu / referral | 29       | 20.69%      |